

TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A FILING UNDER 35 U.S.C. 371		ATTORNEY'S DOCKET NO. US030087
		U.S. Application No. (If known, see 37 CFR 1.5) 10/552804
INTERNATIONAL APPLICATION NO. PCT/IB04/001140	INTERNATIONAL FILING DATE 02 April 2004	PRIORITY DATE CLAIMED 14 April 2003
TITLE OF INVENTION GENERATION OF IMPLICIT TV RECOMMENDER VIA SHOWS IMAGE CONTENT		
APPLICANT(S) FOR DO/EO/US Srinivas Venkata Rama Gutta		
<p>Applicant(s) herewith submit to the United States Designated/Elected Office (DO/EO/US) the following items and other information:</p> <ol style="list-style-type: none">1. <input checked="" type="checkbox"/> This is a FIRST submission of items concerning a filing under 35 U.S.C. 371.2. <input type="checkbox"/> This is a SECOND or SUBSEQUENT submission of items concerning a filing under 35 U.S.C. 371.3. <input type="checkbox"/> This express request to begin national examination procedures (35 U.S.C. 371(f)). The submission must include items (5), (6), (9), and (21) indicated below.4. <input type="checkbox"/> The US has been elected (Article 31).5. <input checked="" type="checkbox"/> A copy of the International Application as filed (35 U.S.C. 371(c)(2))<ol style="list-style-type: none">a. <input type="checkbox"/> is attached hereto (required only if not transmitted by the International Bureau).b. <input checked="" type="checkbox"/> has been communicated by the International Bureau.c. <input type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US).6. <input type="checkbox"/> An English language translation of the International Application as filed (35 U.S.C. 371(c)(2)).<ol style="list-style-type: none">a. <input type="checkbox"/> is attached hereto.b. <input type="checkbox"/> has been previously submitted under 35 U.S.C. 154(d)(4).7. <input checked="" type="checkbox"/> Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371(c)(3))<ol style="list-style-type: none">a. <input type="checkbox"/> are attached hereto (required only if not communicated by the International Bureau).b. <input type="checkbox"/> have been communicated by the International Bureau.c. <input type="checkbox"/> have not been made; however, the time limit for making such amendments has NOT expired.d. <input checked="" type="checkbox"/> have not been made and will not be made.8. <input type="checkbox"/> An English language translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371 (c)(3)).9. <input checked="" type="checkbox"/> An oath or declaration of the inventor(s) (35 U.S.C. 371(c)(4)).10. <input type="checkbox"/> An English language translation of the annexes of the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371(c)(5)). <p>Items 11 to 20 below concern document(s) or information included:</p> <ol style="list-style-type: none">11. <input checked="" type="checkbox"/> An Information Disclosure Statement under 37 C.F.R. 1.97 and 1.98.12. <input checked="" type="checkbox"/> An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.13. <input checked="" type="checkbox"/> A preliminary amendment.14. <input type="checkbox"/> An Application Data Sheet under 37 CFR 1.76.15. <input type="checkbox"/> A substitute specification.16. <input type="checkbox"/> A power of attorney and/or change of address letter.17. <input type="checkbox"/> A computer-readable form of the sequence listing in accordance with PCT Rule 13ter.2 and 37 CFR 1.821-1.825.18. <input type="checkbox"/> A second copy of the published International Application under 35 U.S.C. 154(d)(4).19. <input type="checkbox"/> A second copy of the English language translation of the international application under 35 U.S.C. 154(d)(4).20. <input checked="" type="checkbox"/> Other items or information: Express Mail Certificate; PTO/SB/80; PTO/SB/96 Charge Authorization; Receipt Confirmation Postcard; PTO/SB08A; SB08B; SB08B; PTO 1595		

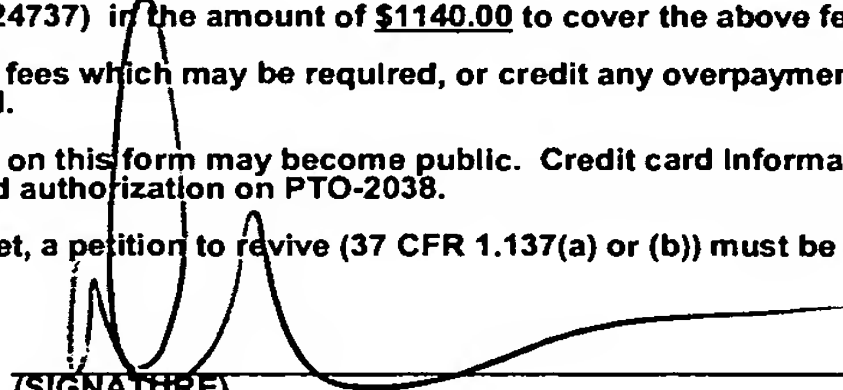
This collection of information is required by 37 CFR 1.414 and 1.491-1.492. The information is required to obtain or retain a benefit by the public, which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 15 minutes to complete, including gathering information, preparing, and submitting the completed form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop PCT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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U.S. APPLICATION NO. 10/552804 <small>(37 CFR 1.5)</small>	INTERNATIONAL APPLICATION NO. PCT/IB2004/001140	ATTORNEY'S DOCKET NUMBER US 030087
The following fees have been submitted:		CALCULATIONS (PTO USE ONLY)
21. <input checked="" type="checkbox"/> Basic National Fee..... \$300		\$300.00
22. <input checked="" type="checkbox"/> Examination Fee <small>(If international preliminary examination report prepared by USPTO and all claims satisfy provisional of: PCT Article 33(1)-(4))..... \$100</small> <small>All other situations..... \$200</small>		\$200.00
23. <input checked="" type="checkbox"/> Search fee <small>Search fee (37 CFR 1.445(a)(2)) has been paid on the international application to the USPTO as an International Searching Authority..... \$100</small> <small>International Search Report prepared and provided to the Office.... \$400</small> <small>All other situations..... \$500</small>		\$400.00
TOTAL OF 21, 22 and 23 =		\$900.00
<input type="checkbox"/> Additional fee for specification and drawings filed in paper over 100 sheets (excluding sequence listing or computer program listing filed in an electronic medium). The fee is \$250 for each additional 50 sheets of paper or fraction thereof.		
Total Sheets -100	Extra Sheets /50 =	Number of each additional 50 or fraction thereof (round up to a whole number) X \$250
		\$
Surcharge of \$130.00 for furnishing the oath or declaration later than 30 months from the earliest claimed priority date (37 CFR 1.492(h)).		\$
CLAIMS	NUMBER FILED	NUMBER EXTRA
Total Claims	19 - 20 =	1
Independent claims	4 - 3 =	1
MULTIPLE DEPENDENT CLAIM(S) <small>(if applicable)</small>		+ \$ 360.00
TOTAL OF ABOVE CALCULATIONS =		\$200.00
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. Fees above are reduced by 1/2		
SUBTOTAL =		\$1100.00
Processing fee of \$130.00 for furnishing the English translation later than 30 months from the earliest claimed priority date (37 CFR 1.492(i)).		\$
TOTAL NATIONAL FEE =		\$1000.00
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31). \$40.00 per property		\$ 40.00
TOTAL FEES ENCLOSED =		\$1140.00
		Amount to be Refunded
		Amount to be Charged
		\$1140.00
a. <input type="checkbox"/> A check in the amount \$ _____ to cover the above fees is enclosed. b. <input checked="" type="checkbox"/> Please charge my Deposit Account No. <u>14-1270</u> (Customer No. 24737) in the amount of <u>\$1140.00</u> to cover the above fees. c. <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. <u>14-1270</u> . A duplicate copy of this sheet is enclosed. d. <input type="checkbox"/> Fees are to be charged to a credit card. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.		
NOTE: Where an appropriate time limit under 37 CFR 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status.		
SEND ALL CORRESPONDENCE TO: Corporate Patent Counsel Philips Electronics North America Corporation P.O. Box 3001 Briarcliff Manor, NY 10510-8001		
		(SIGNATURE)  Daniel J. Piotrowski (NAME)
		42,079 (REGISTRATION NUMBER)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

SRINIVAS V. RAMA GUTTA

US030087

Serial No.

Filed: CONCURRENTLY

Title: GENERATION OF IMPLICIT TV RECOMMENDER VIA SHOWS IMAGE
CONTENT

Commissioner for Patents
Alexandria, VA 22313-1450

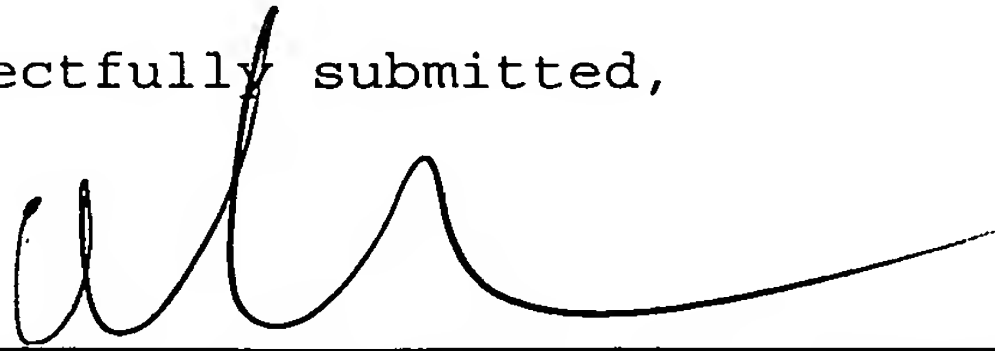
AUTHORIZATION PURSUANT TO 37 CFR §1.136(a)(3)
AND TO CHARGE DEPOSIT ACCOUNT

Sir:

The Commissioner is hereby requested and authorized to treat any concurrent or future reply in this application requiring a petition for extension of time for its timely submission, as incorporating a petition for extension of time for the appropriate length of time.

Please charge any additional fees which may now or in the future be required in this application, including extension of time fees, but excluding the issue fee unless explicitly requested to do so, and credit any overpayment, to Deposit Account No. 14-1270.

Respectfully submitted,



By
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